

# Operation Blue Santa Taranaki



## Kia ora koutou

Roderique Hope Trust in conjunction with the Police Family Harm team are rolling out Operation Blue Santa in Taranaki for the 9th consecutive year.

Roderique Hope Trust and the Police Family team along with local social services connects Operation Blue Santa with whānau who have been impacted by family harm or who are struggling in severe hardship and poverty. Operation Blue Santa provides the Police with an important opportunity, to engage with the community in a positive and meaningful way regarding safety at Christmas time.

Family violence is a growing concern in our Taranaki community with Police attending 5183 family harm incidents between 1 November 2023 and 30 October 2024. That is, on average 14 call outs across our region per day.

Operation Blue Santa enables the Police to connect with whānau during a time of goodwill rather than in situations of crisis, helping to foster trust, strengthen relationships, and enhance community confidence in the Police.





The cost of one Operation Blue Santa food box is \$100 which is full of non-perishable grocery items and Christmas treats. This year we are grateful to be working alongside the team at Pak n Save New Plymouth along with a number of larger suppliers, who have generously provided us with some great bulk buying deals.

Funds of any amount can be deposited into the Roderique Hope Trust account and a personal or business tax receipt will be posted to the donor at the end of the financial year. Operation Blue Santa donations can claim back one third of their donation via IRD.

In 2023, Operation Blue Santa made a real difference in the lives of over 500 whānau in Taranaki, thanks to the generous donations from the Taranaki community. This achievement was the result of an outstanding collaboration between the Police, community organisations, local groups, churches, businesses, and whānau who came together, all saying, "I want to be part of the solution for our Taranaki community."

**We believe that together, we can expand Operation Blue Santa and continue to make a positive impact for hundreds of whānau in our region this Christmas.**

For more information please feel free to contact Michelle Ramage on 0275907116, at [bluesanta@roderiquehope.co.nz](mailto:bluesanta@roderiquehope.co.nz), [www.roderiquehopetrust.co.nz](http://www.roderiquehopetrust.co.nz) or visit [www.facebook.com/Operation-Blue-Santa-Taranaki](https://www.facebook.com/Operation-Blue-Santa-Taranaki) to keep up to date with Operation Blue Santa 2024 is progressing. Thank you for your kindness, generosity and support.

Ngā mihi,

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**Michelle Ramage**  
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